

PATIENT EDUCATION USER GUIDE: CUSTOM LOBBY PLAYLISTS



SPEAR[®]
PATIENT EDUCATION

Spear Education provides dental continuing education for striving dentists that are dedicated to the pursuit of clinical excellence in dentistry

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Spear lobby video playlists have the power to turn your lobby and operatory into an integrated practice marketing experience. With the Spear custom lobby playlist editor, you can create engaging video resources to highlight team members, dental photography, practice specials and more. This guide will introduce you to the basics for building and editing custom lobby playlists, plus tips on how to create engaging video resources that entertain, educate, and inspire patients.

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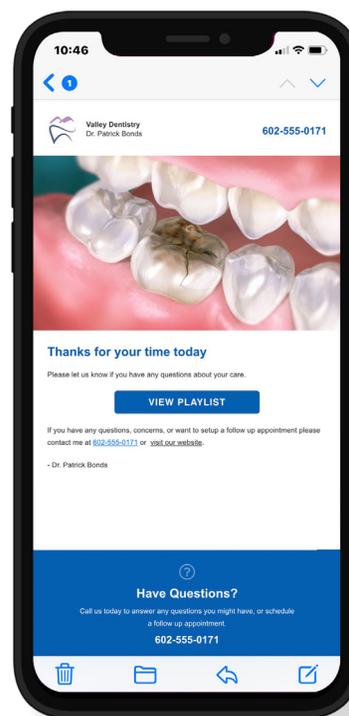
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CUSTOM LOBBY PLAYLIST OVERVIEW

The lobby playlist editor allows Spear members to build customized playlists that feature a combination of their own videos and images alongside Spear Patient Education videos. Playlists can be customized to include your own practice images, logos, and messaging.

This section will provide a brief overview of the elements involved with building and sharing custom lobby playlists.

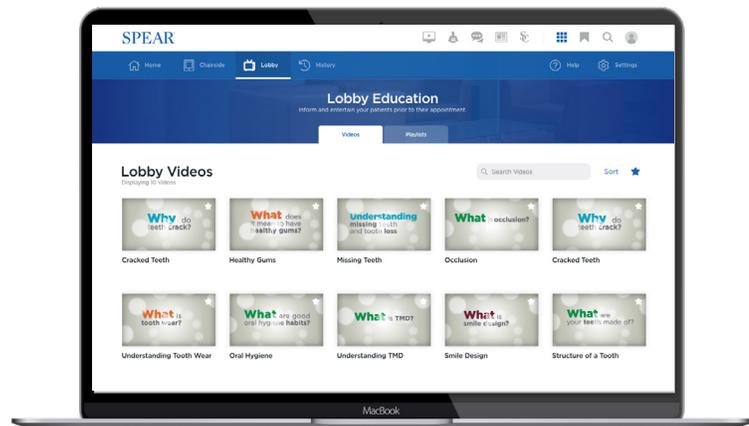
Lobby Video Library

The core element of a successful custom lobby playlist are **Spear lobby videos**. Lobby videos are specifically designed to inform and entertain patients prior to their appointment. These videos are a great way to spark interest in procedures, deepen understanding of conditions, and highlight the value of dental care in overall health.

By utilizing custom slides along with lobby videos, you can create dynamic video resources to promote practice specials, highlight great patient outcomes, and even feature your team.

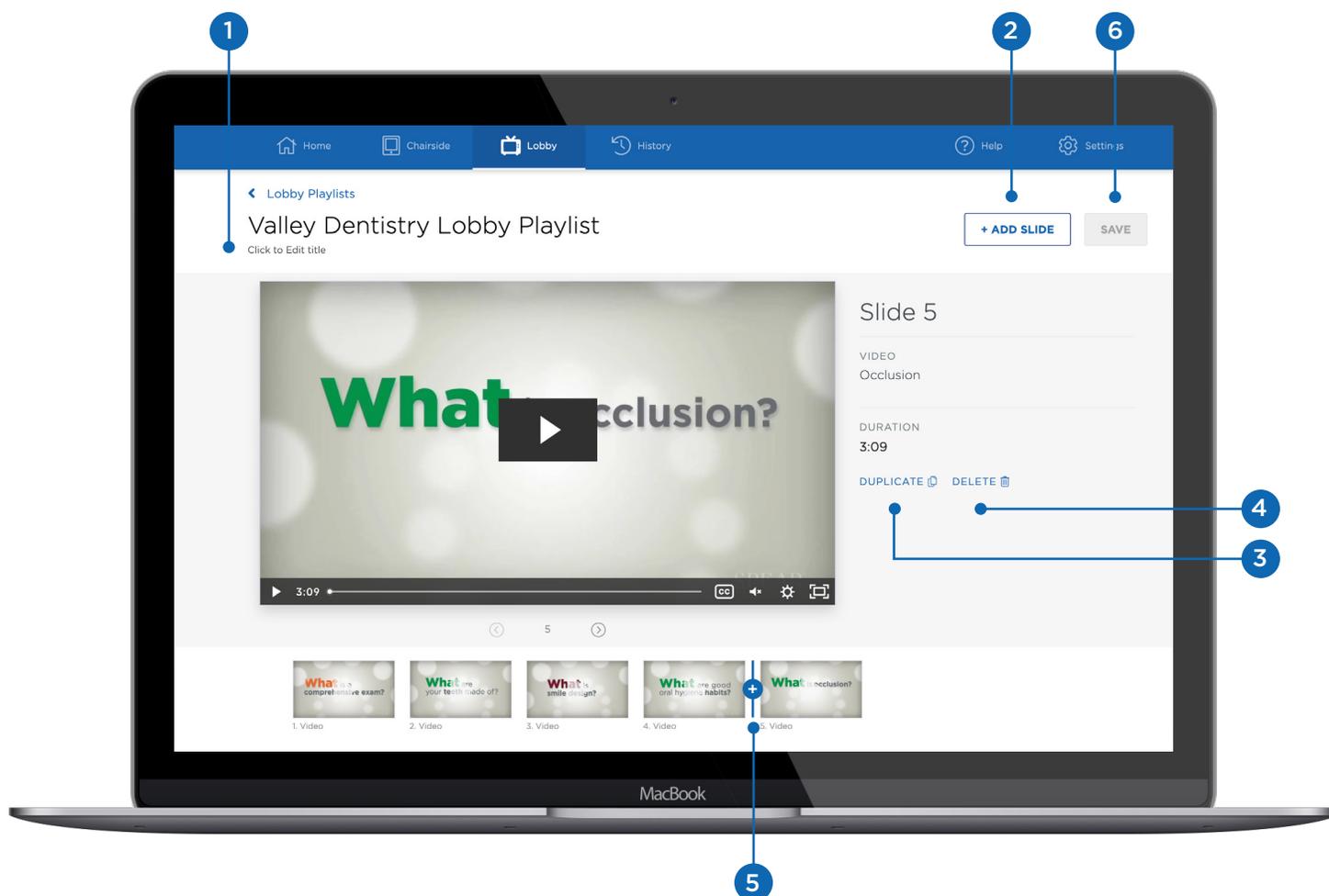
TIP:

You can combine lobby and chairside videos into integrated Patient Education playlists. This is a great way to build upon videos presented in the lobby as a patient moves through their appointment.



Desktop Editor Overview

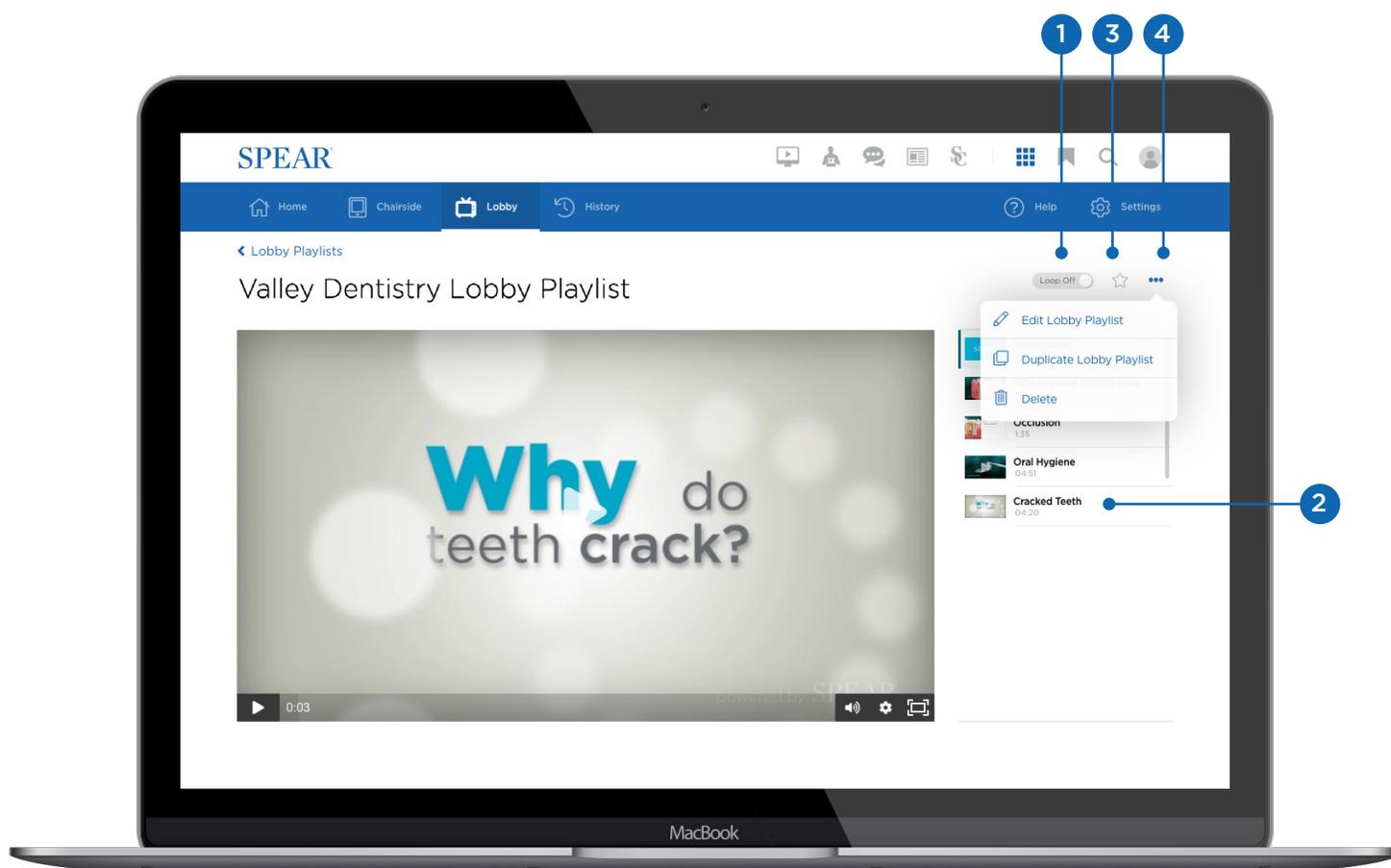
1. **Edit Title** - Edit the name of your playlist as it appears on the playlists tab.
2. **Add Slide** - Add a new video or custom image to the end of the current playlist.
3. **Duplicate Slide** - Duplicate to current slide into the same playlist.
4. **Delete Slide** - Remove the current slide from the playlist.
5. **Reorder Slides** - Drag and drop to reorder slides or click the (+) icon to add a new slide.
6. **Save** - Click the save button to make your playlist available to share and stream.



Playlists can be customized to include your own practice images, logos, and messaging.

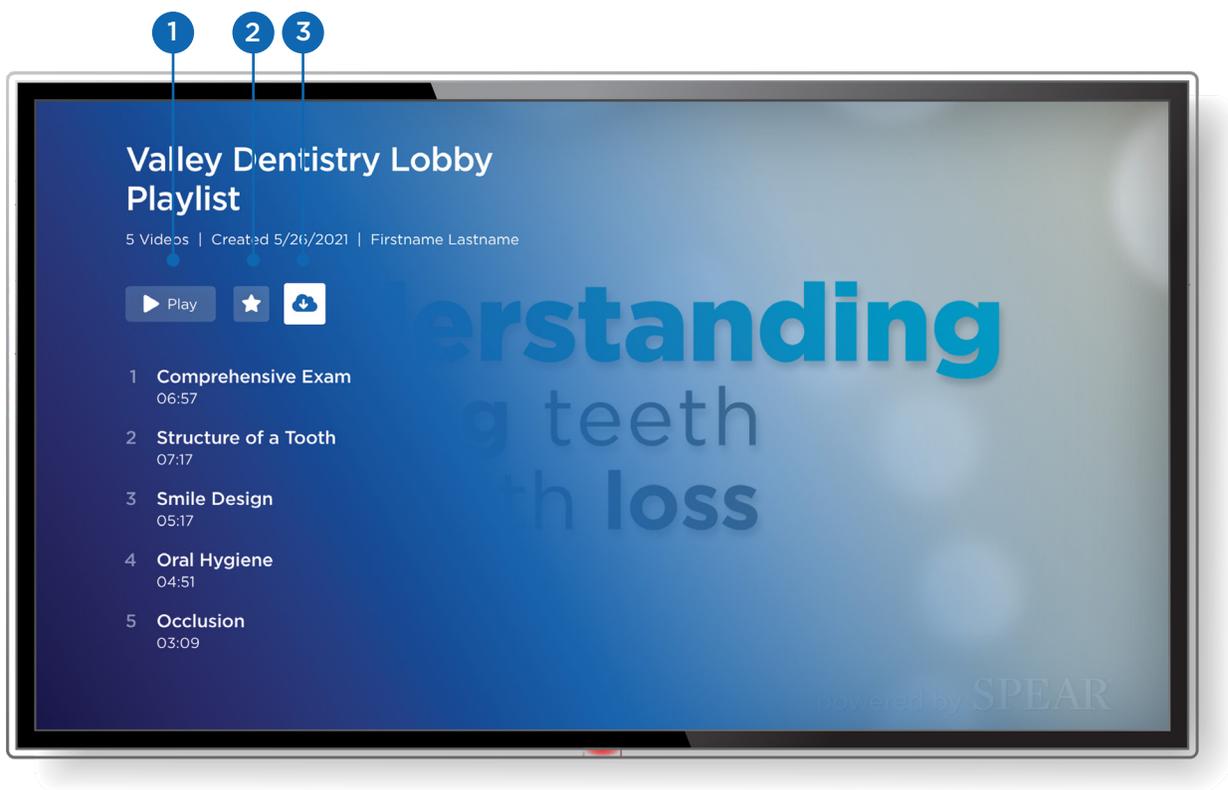
Desktop Player Overview

1. **Loop** - Toggle this setting to have the playlist automatically repeat after the last slide.
2. **Slides** - Click on individual slides to watch each video separately.
3. **Star** - Use this icon to add to your starred list on the Patient Education homepage.
4. **Actions** - Click the ellipses icon to:
 - **Edit** by adding, removing, or reordering slides.
 - **Duplicate** the selected playlist.
 - **Delete** the selected playlist permanently.



Smart TV Player Overview

1. **Play** - Click to start at the beginning of your playlist or directly click any video to start.
2. **Star** - Use this icon to add to your starred list on the Patient Education homepage.
3. **Download** - Download directly to play from your TV and save wifi. TV only option.

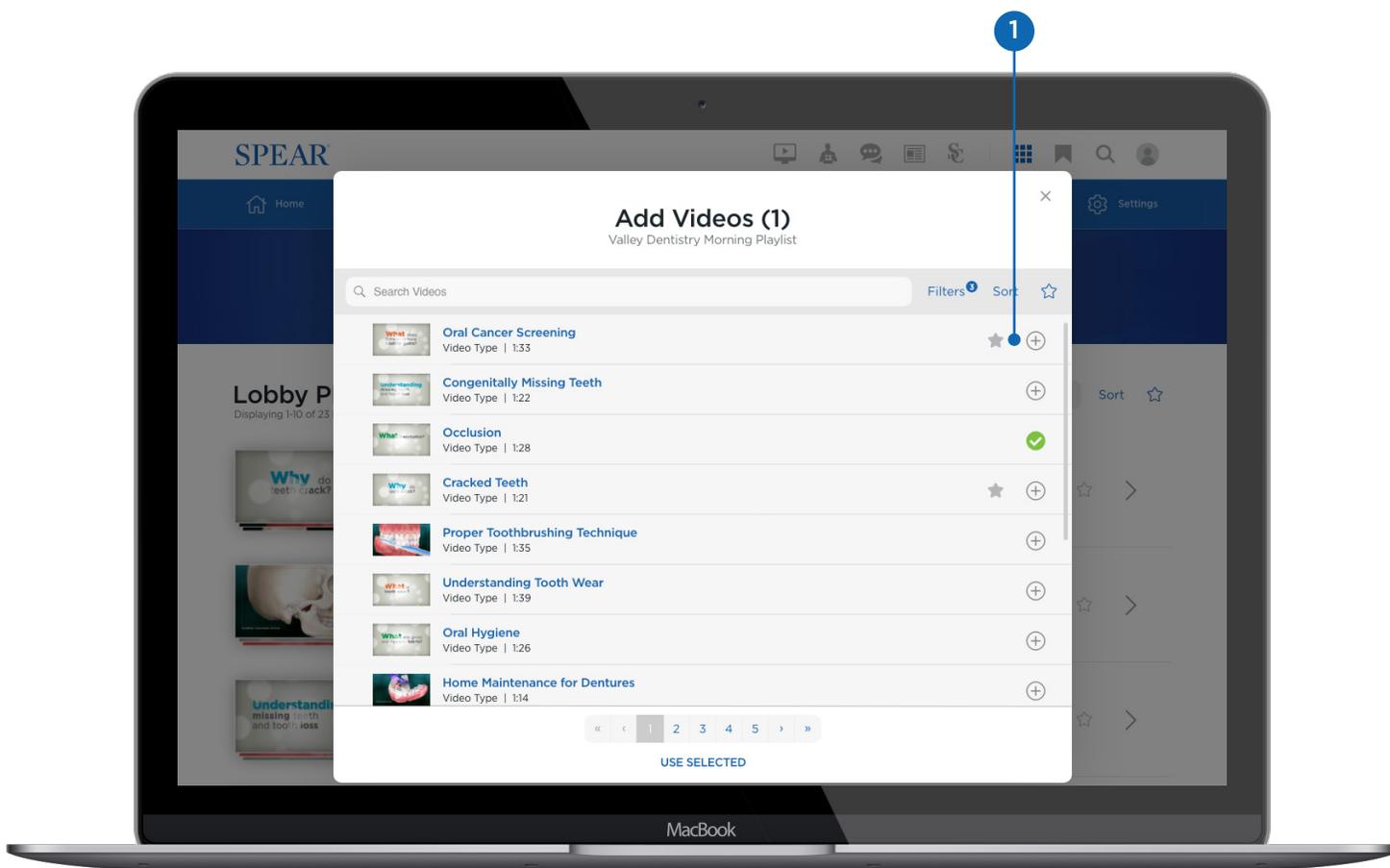


Media Types

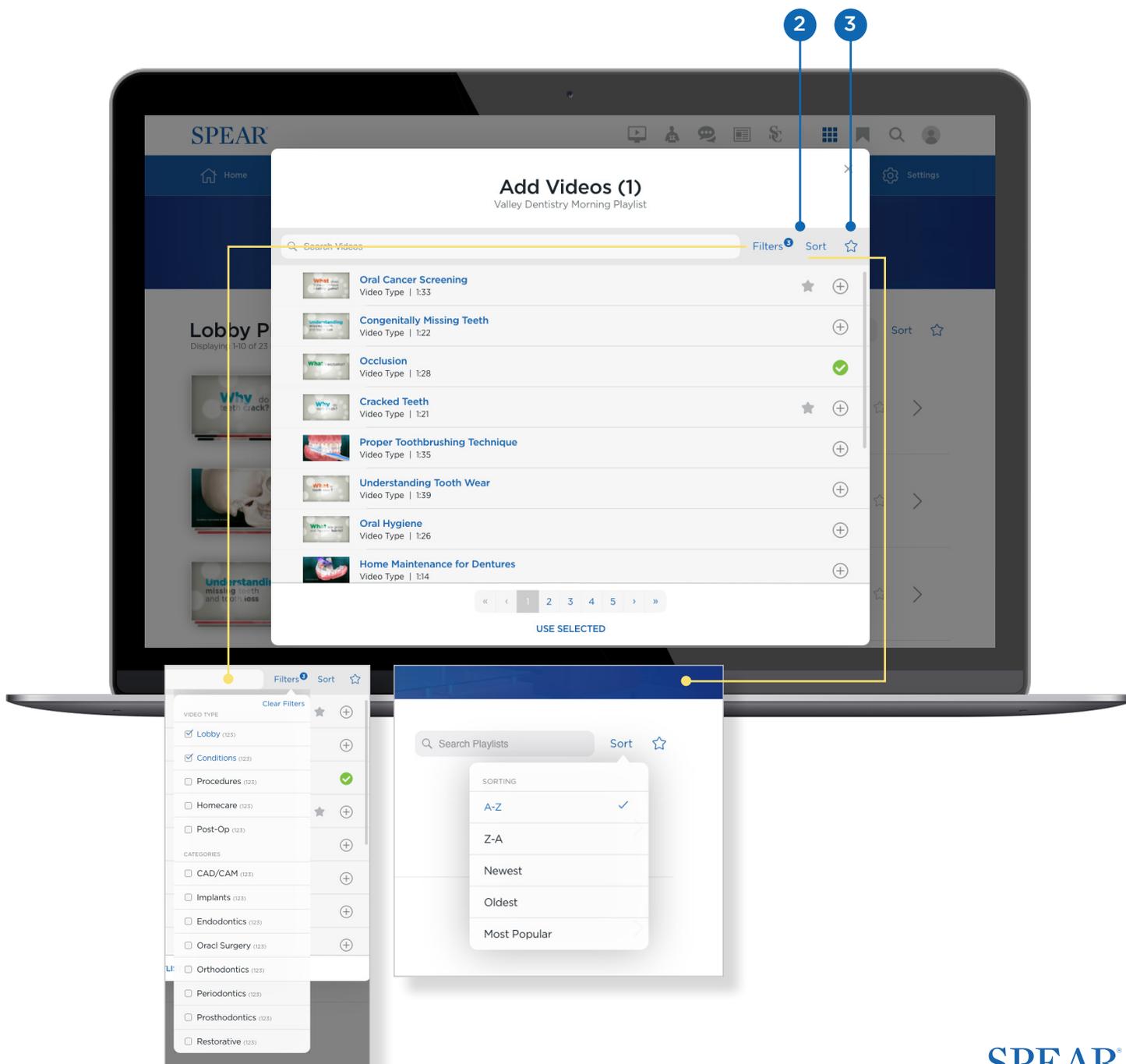
Video

You can add one or more Patient Education video from the Add Video pane. You can combine both Chairside and Lobby videos into custom playlists along with your own images as custom slides.

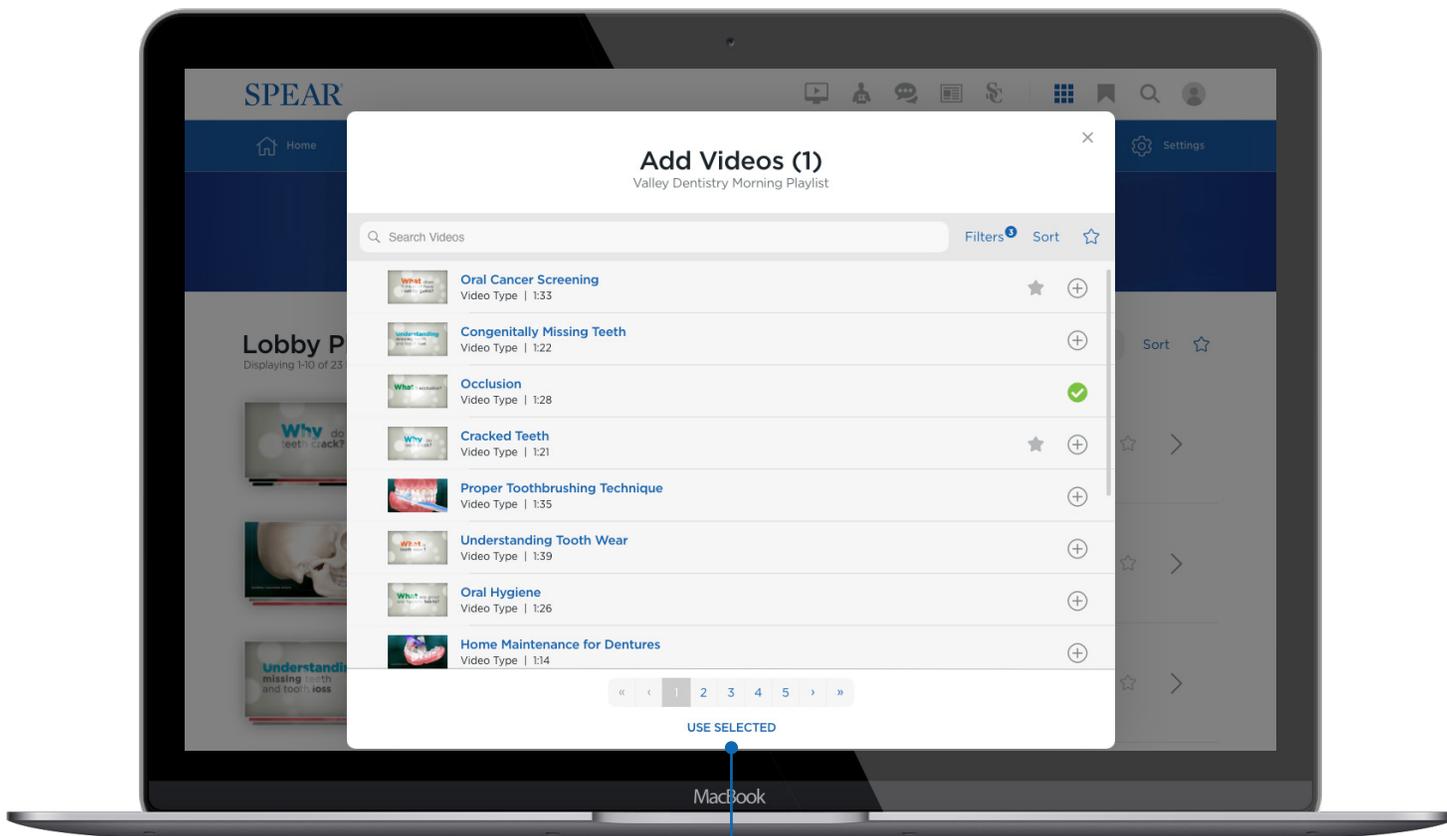
1. Use the (+) icon to add a video. You can select multiple videos and add them to a playlist in bulk.



2. Use the filter option to narrow your search by video type and category, or sort to organize videos by publication date or title.
3. Use the star icon to filter for Patient Education videos you have bookmarked in the past.



4. Once you have selected the image(s) you want to use, **click Use Selected**.

**TIP:**

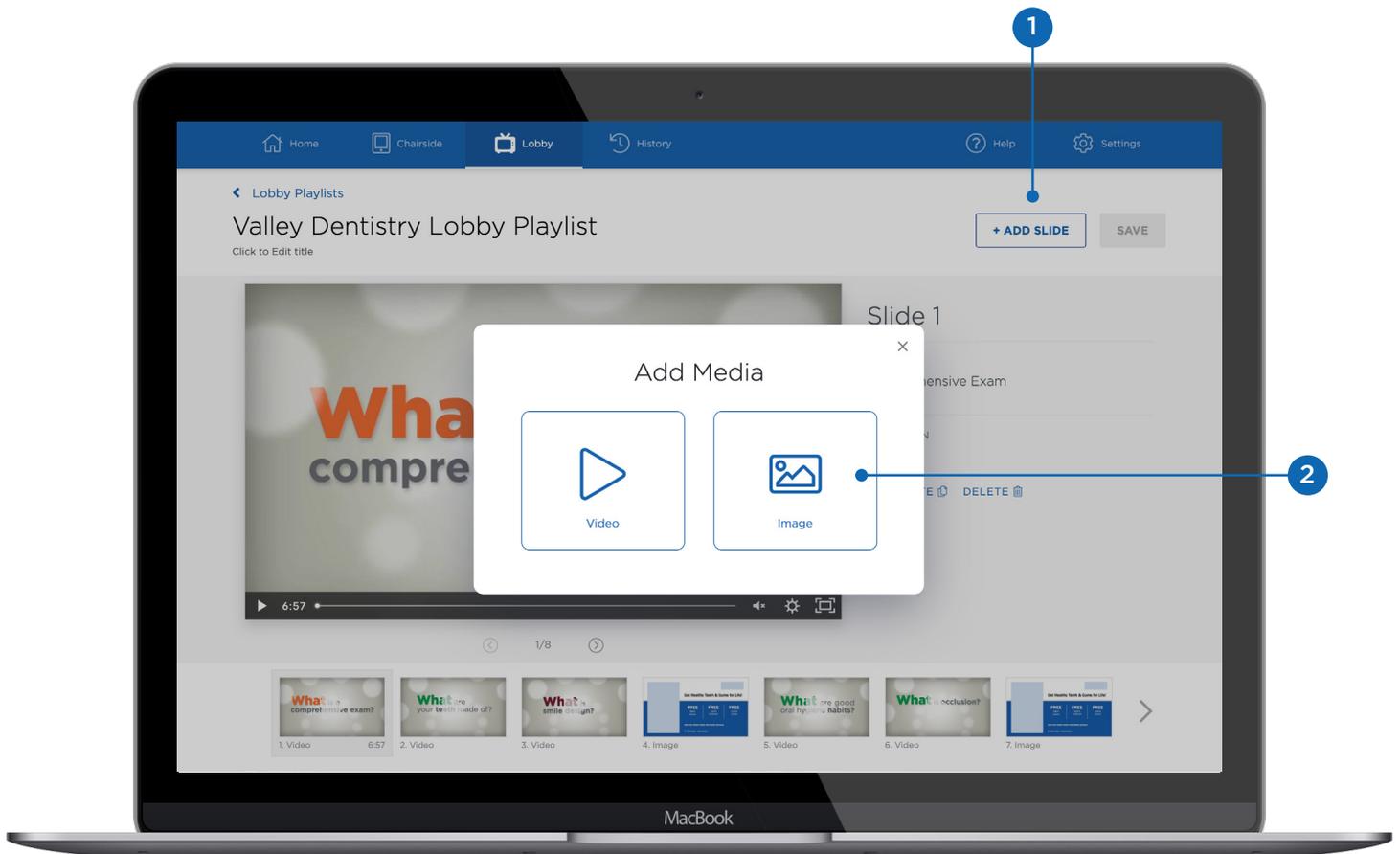
If there are specific conditions or procedures you treat often in your practice, look for corresponding videos and star them for quicker access.

Images

You also have the option to upload custom images as slides to use in your playlists. This is a great way to feature team bios and candid images, dental before/after photography, practice specials and promotions, and much more.

To upload a custom image, you have the option to upload a new image or use an image you've already uploaded. After uploading an image, it will be available indefinitely through the media library.

1. Click Add Slide.
2. Add Image Media.



TIP:

Need ideas for how to use custom slides? Check out the Ideas and Inspiration section of this guide for examples of how other Spear teams use lobby playlists, plus templates to get you started.

3. Once you have selected the image(s) you want to use, **click Use Selected**. The image will display a blue stroke around it.

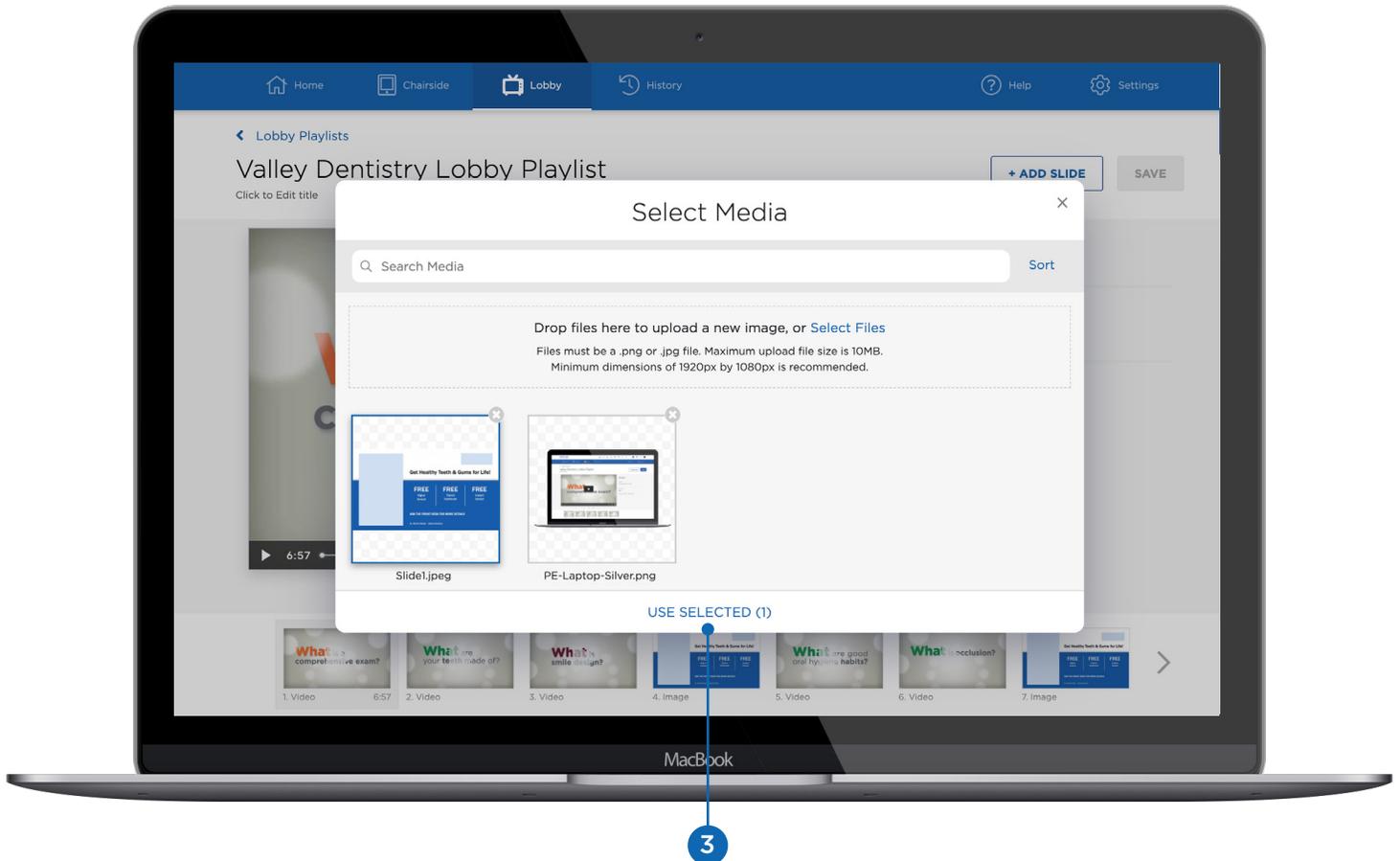
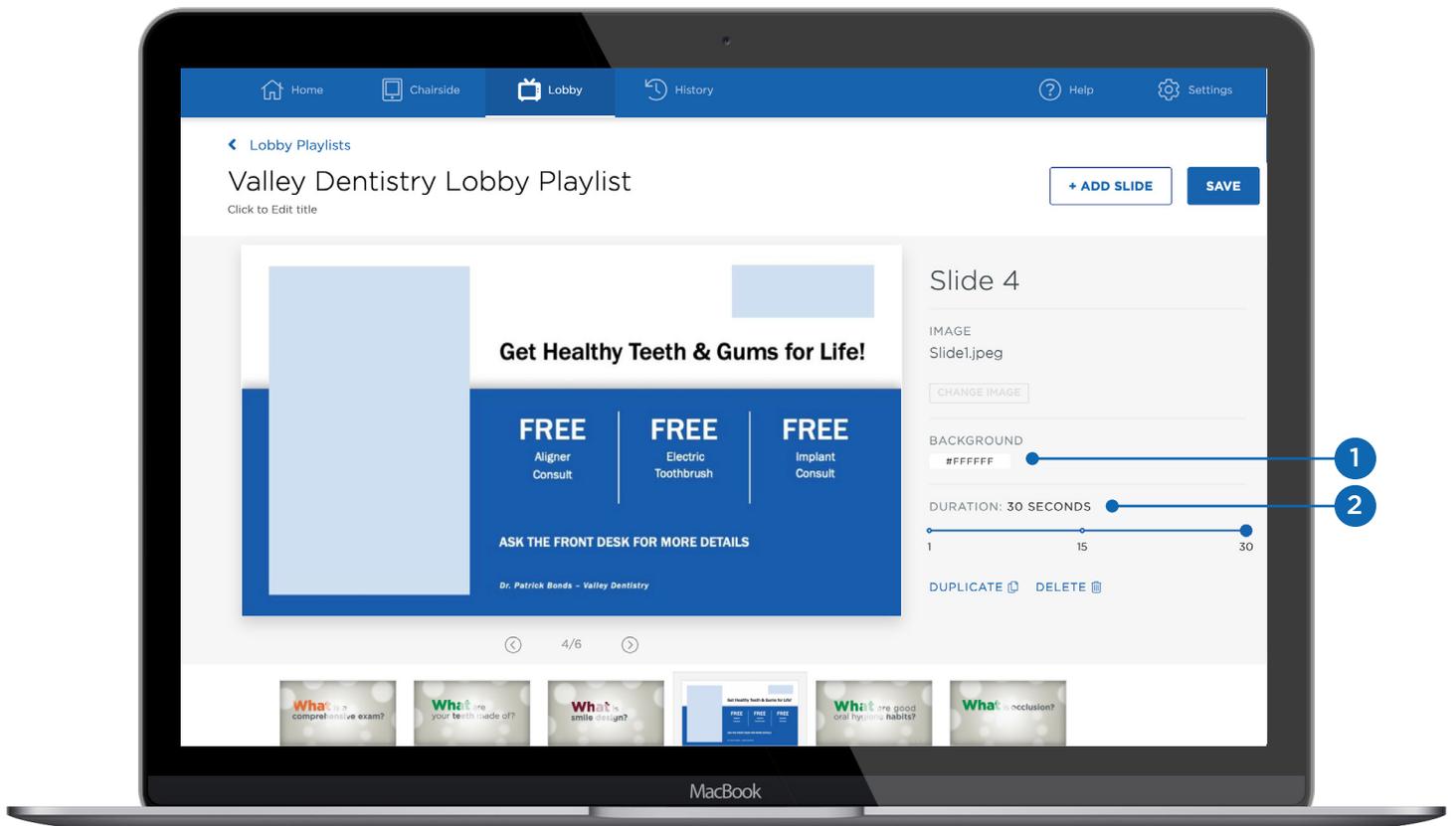


Image Slide Editor

Once you have uploaded or selected an image you want to use, you can adjust the duration and background color for your slide.

1. **Background Color** - If needed, you can adjust the color that appears behind your image.
2. **Duration** - Use this slider to adjust how long the slide will appear.

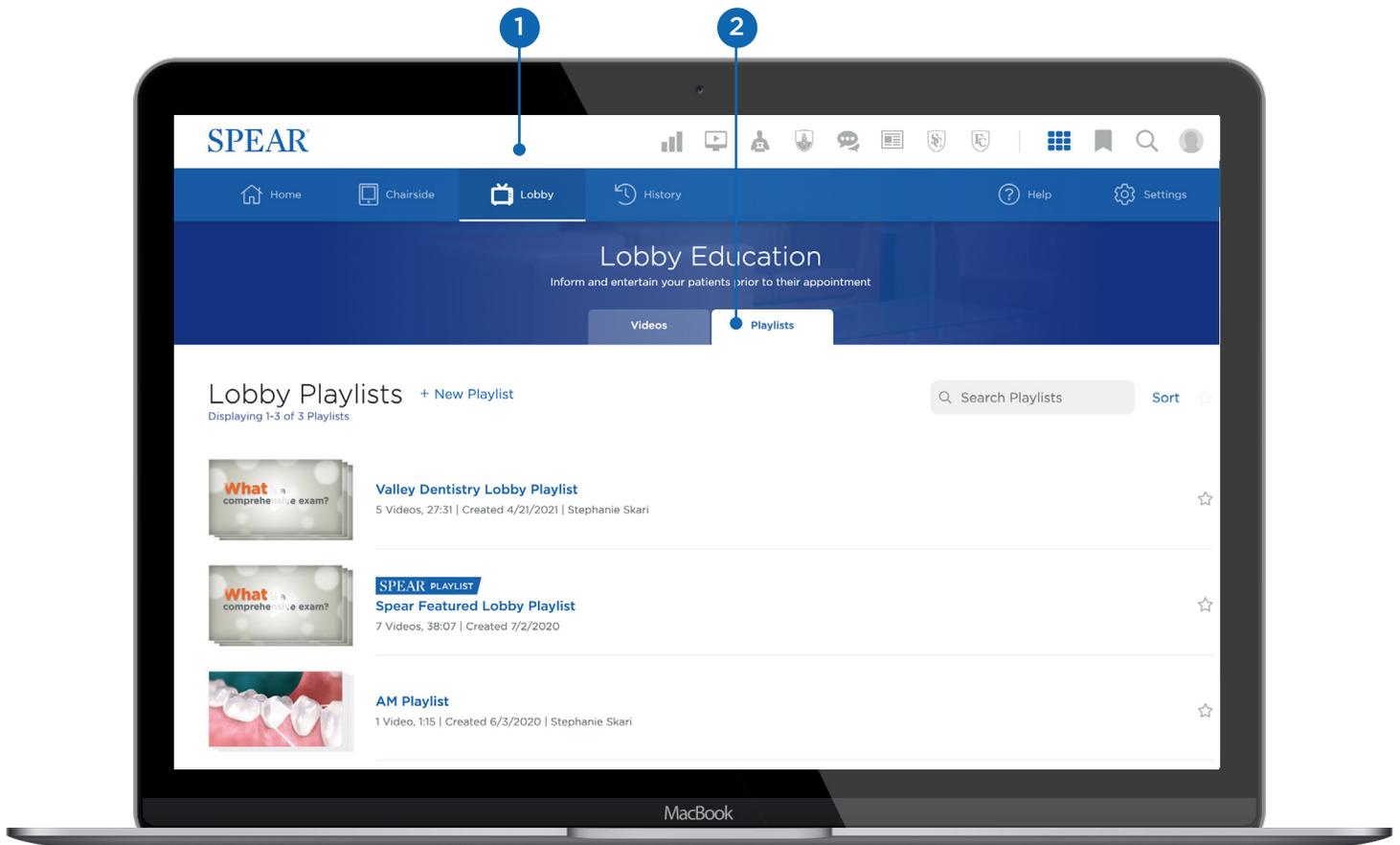


TIP:

When adding custom slides to your lobby playlists, we recommend uploading a .jpg or .png in 1920px by 1080px minimum. The maximum upload size is 10 MB.

CREATING AND EDITING PLAYLISTS

1. From the Patient Education homepage, click on the **Lobby** icon in the secondary navigation pane.
2. To navigate to the playlist editor, click on the **Playlist** tab.

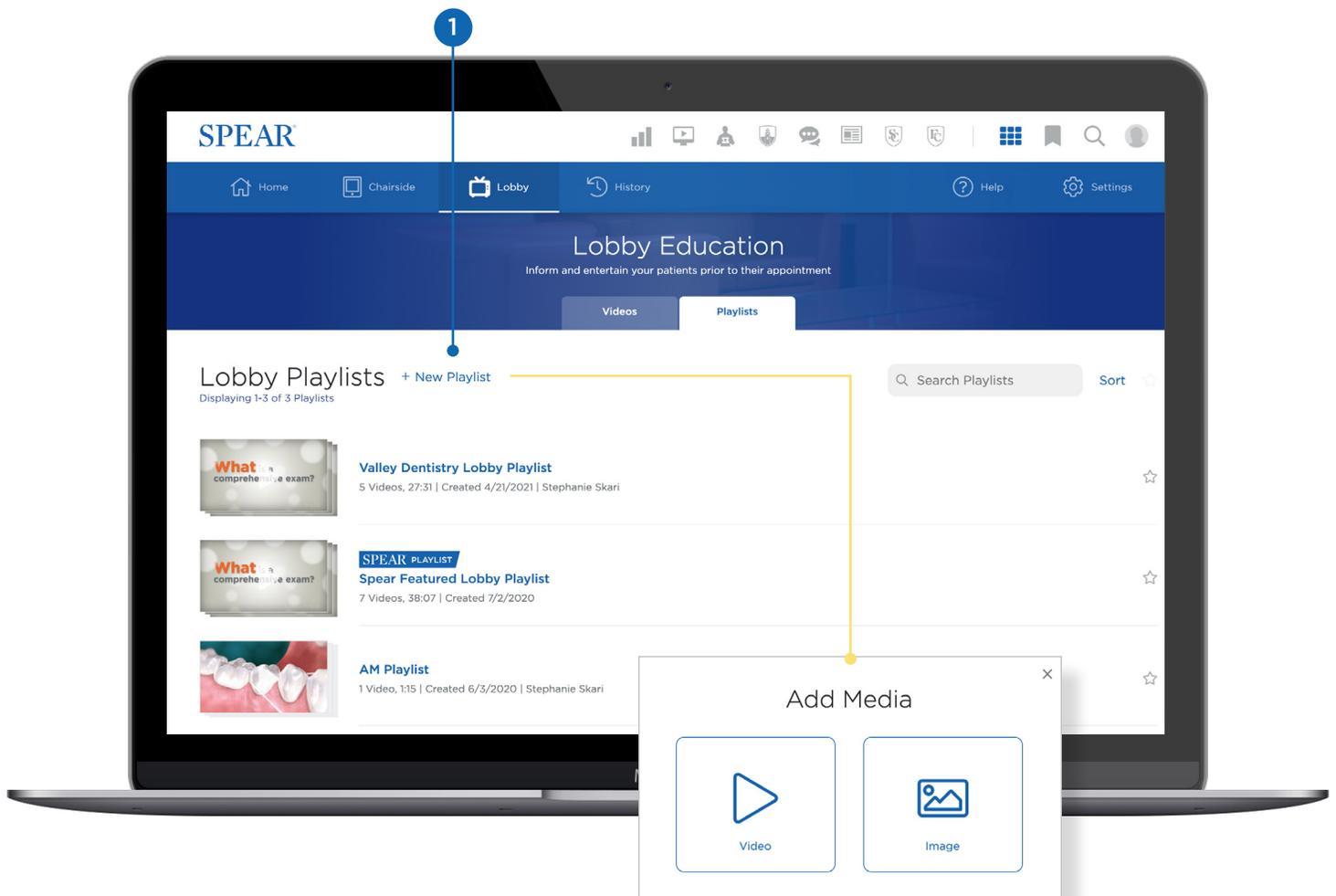


TIP:

If you're new to custom playlists, the Spear Featured Playlist is a great starting point for creating a custom playlist featuring our most popular lobby videos. Try duplicating and editing this demo playlist instead of starting from scratch.

Creating a New Playlist

1. To create a new playlist, click **+ New Playlist** option to the left of the search bar. This will open a lightbox to name your playlist.
2. Once you have entered a playlist name, **click Add Media**. You will be given the option to start with a video or an image.

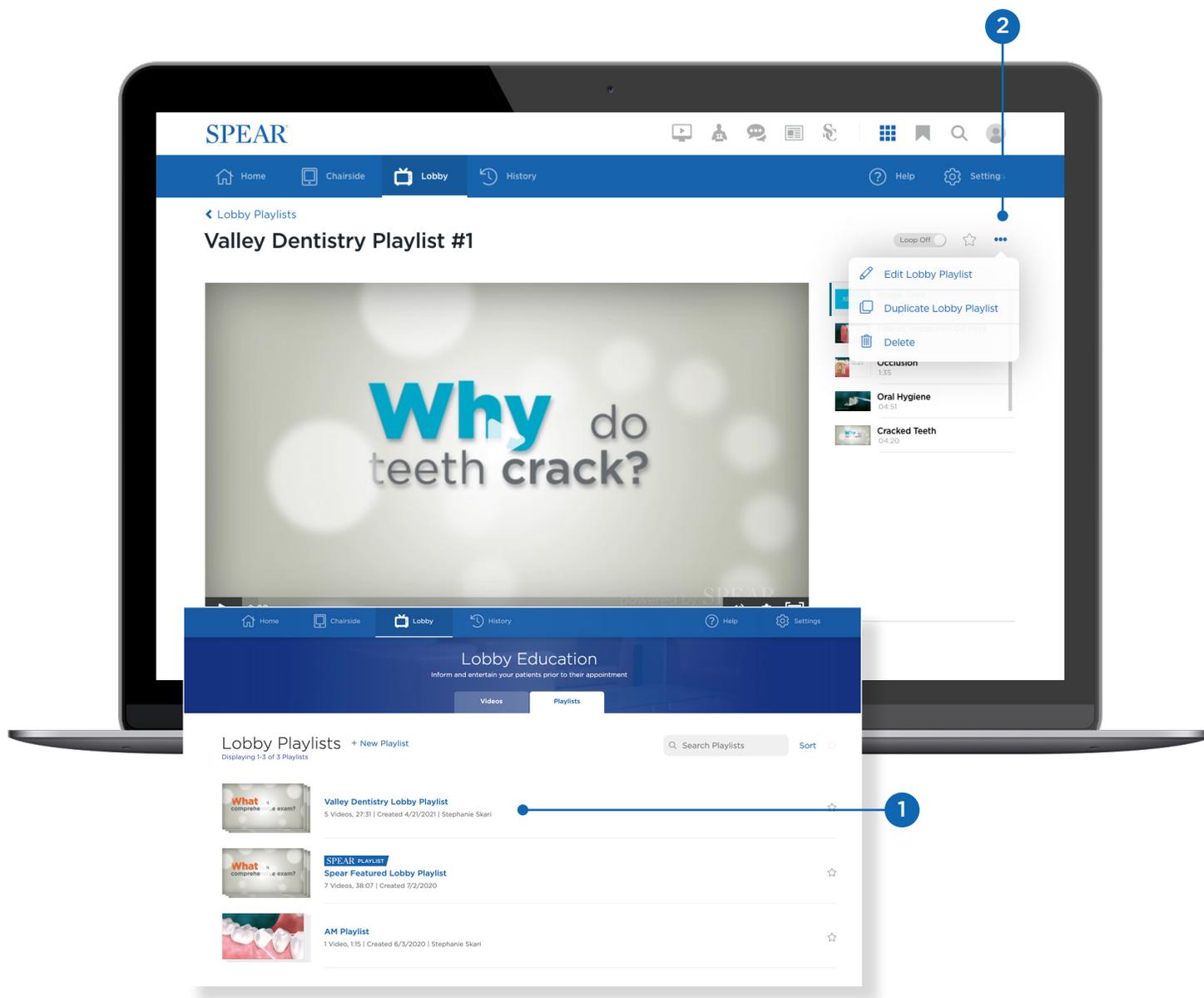


TIP:

Any changes you make to the playlist will be permanent once you click Save. If you want to save time by using an existing playlist rather than starting from scratch, try duplicating the playlist and editing the copied version instead.

Editing an Existing Playlist

1. To **add, delete, or reorder slides** in an existing playlist, select the playlist you want to edit from the playlists tab.
2. From the player pane, click the **Menu** ellipses and select **Edit Playlist**.



STREAMING AND SHARING PLAYLISTS

In Your Office

Once you have built a playlist and are ready to share it with patients, you can do so through the **Spear Patient Education TV App**. This allows you to select and stream playlists easily from your compatible Smart TV.

Patient Education TV Apps

If you have not yet downloaded the Spear Patient Education app for your Smart TV, you will need to get this set up before you can stream your playlists on your lobby television:

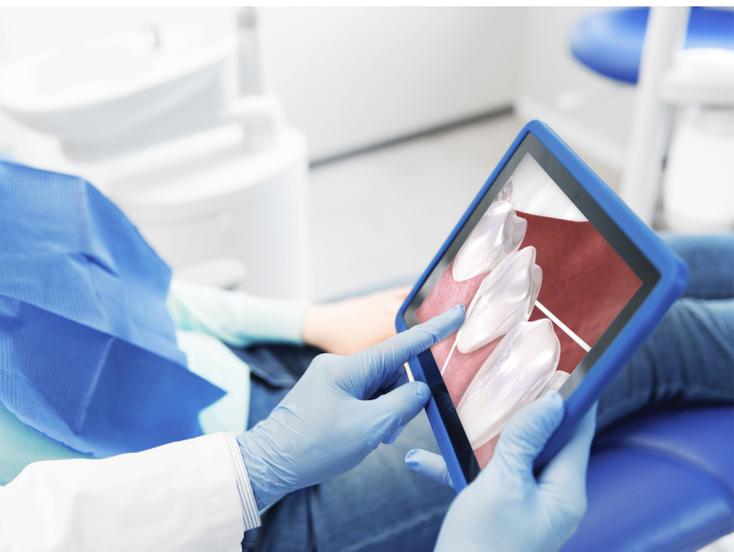
DOWNLOAD NOW



- [Download the Spear Patient Education for Apple TV](#)
- [Download the Spear Patient Education for Amazon Fire TV](#)



We have a new look!



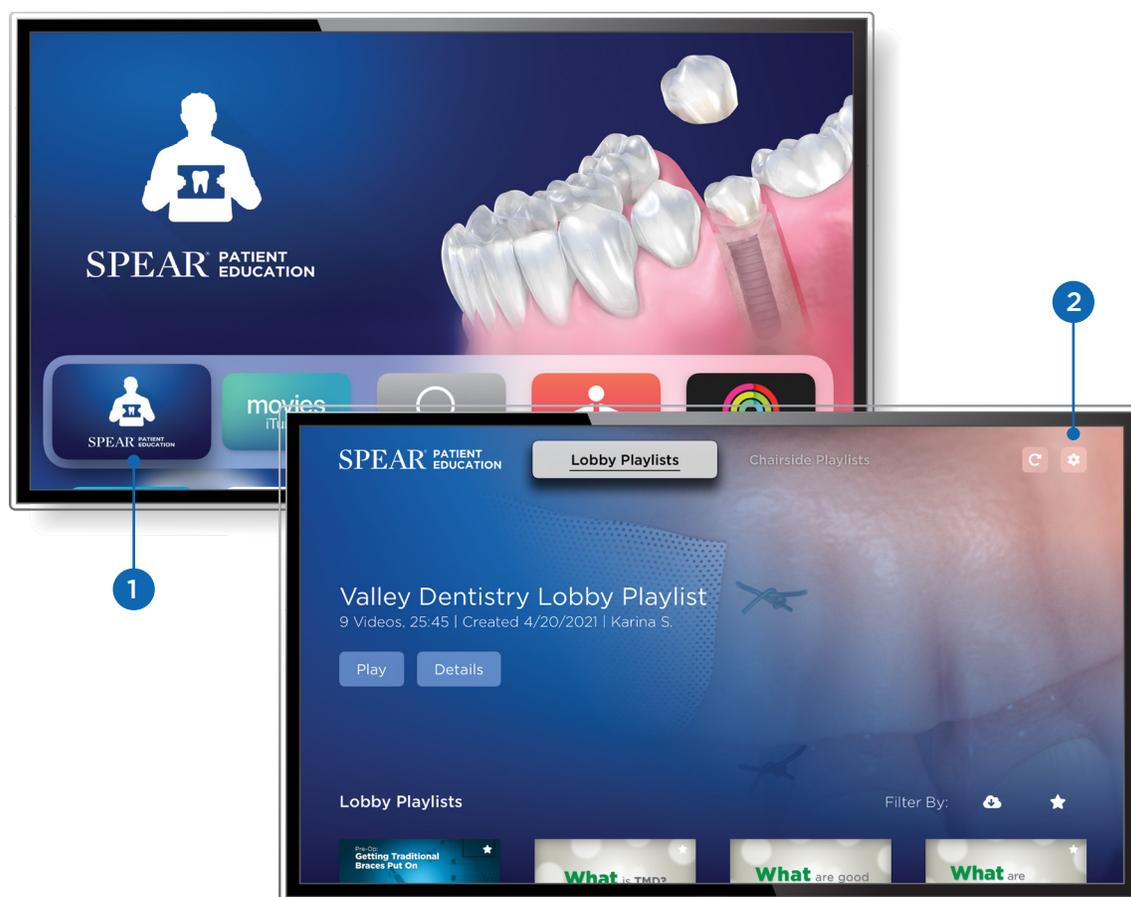
TIP:

Before you can share Patient Education videos with your patients, you will need to set up [My Practices details in your Spear Online profile](#). Once this is completed, all Patient Education videos and resources will automatically include your practice branding and information.

Streaming Playlists on your Smart TV

From your TV app, you will be able to select and stream custom lobby playlists you've created and adjust play settings.

1. Click on the **Patient Education app** on your Apple TV to launch.
2. Go to **Settings** on the upper right side of the screen.
3. Turn on **Looping** and any other applicable settings.
4. Select from your **Lobby Playlists** and click **Play Video**.



BEYOND THE OPERATORY

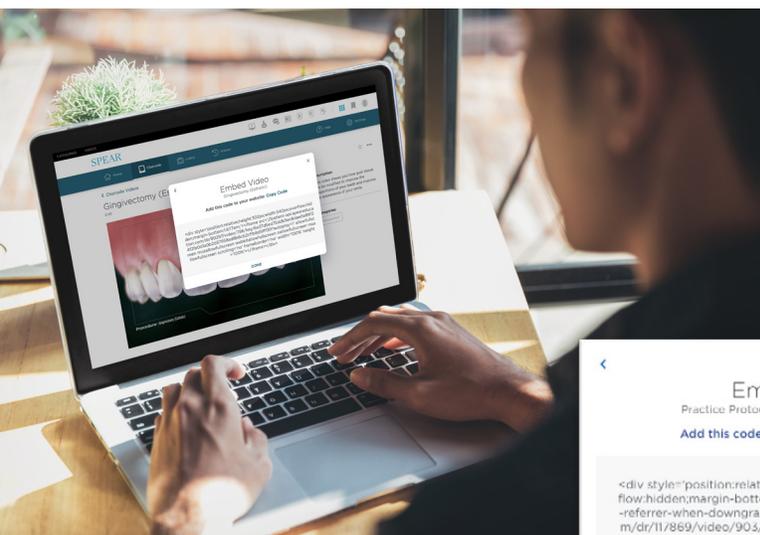
Embedding Playlists on your Website

Once you have built a playlist and are ready to share it with patients, you can do so through the **Spear Patient Education TV App**. This allows you to select and stream playlists easily from your compatible Smart TV.

Individual lobby videos as well as custom playlists make a great addition to your website. Many Spear members use lobby videos to:

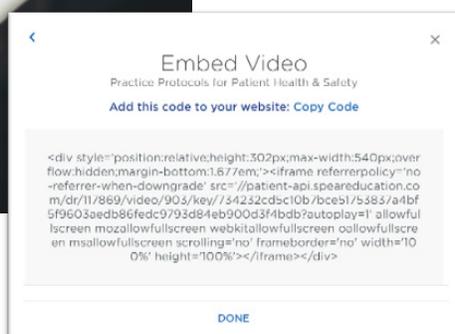
- Create more engaging blog posts
- Enhance services and treatment description pages
- Add more value to promotional pages

1. To embed a lobby video or playlist on your website and **click on the Actions** ellipses icon on the video or playlist page.
2. **Select Embed Video**
3. You will be prompted to verify the URL for the embed code. **Click Next** and copy the generated code.



TIP:

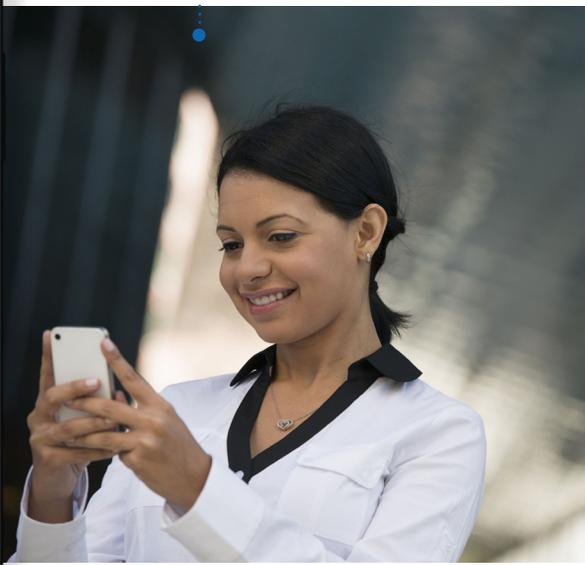
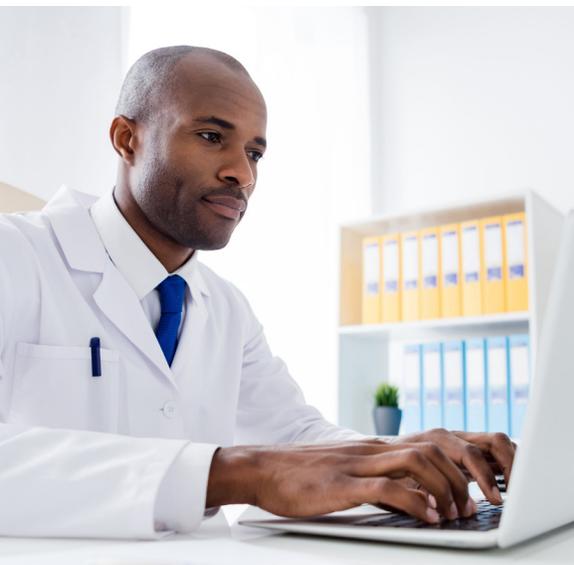
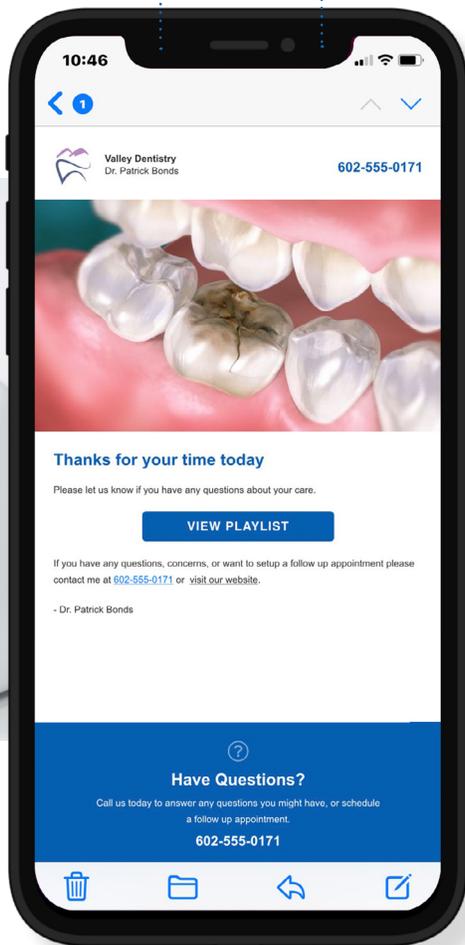
To embed a video on your practice website, you will need to [add your website URL to your public address in your profile](#). We recommend you complete your entire [Spear Online profile](#) so you can use every Patient Education feature available.



Sharing Playlists by Email or Text Message

You can easily share custom lobby playlists and individual lobby videos with patients directly by text and email.

1. Click on the **Actions** ellipses icon and select **Share Video**.
2. You'll be given the option to **add a custom message along** with the video for both email and SMS formats.



IDEAS AND INSPIRATION

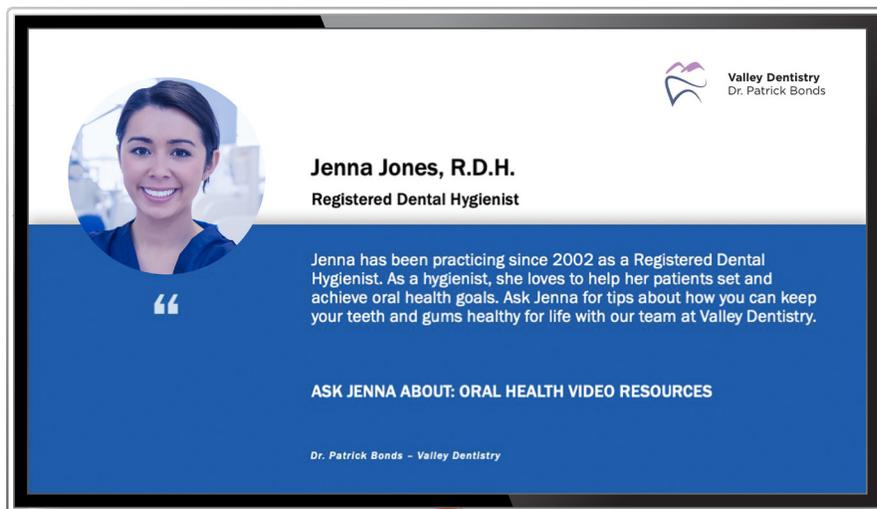
Custom lobby playlists are a powerful way to get your patients thinking about their oral health and treatment options at every stage of their appointment. From the waiting room to the operator, custom lobby playlists can help you tell a more cohesive story for your patients and convey your practice identity more effectively. Learn how our most successful Spear teams use custom playlists in their practices.

“When we use lobby videos in our waiting room, patients will ask me questions about different types of procedures. We’ve gotten people scheduled just because they say, ‘Oh wow, I didn’t know that that was a possibility.’”

- Shanna Tomlin, Scheduling Coordinator, Dyras Dental

Custom Slide Tips and Templates

Great lobby playlists combine Spear Patient Education videos with engaging, customized slides that convey your practice’s unique identity. These are a few of the most popular ways our members use custom slides to foster more meaningful relationships with patients.



TIP:

Learn more about how to define your practice’s unique identity with this [popular team meeting from Dr. Frank Spear](#).

Team Highlights

Every member of your practice team works together to achieve great patient outcomes. Help your patients get to know the people behind the practice with team member bios, features, and candid photos. These slides highlight what makes your practice special and fosters trust with new patients.

The image shows a laptop screen displaying a software interface for creating lobby playlists. The main window is titled 'Valley Dentistry Lobby Playlist' and shows a slide for 'Jenna Jones, R.D.H., Registered Dental Hygienist'. The slide content includes a bio: 'Jenna has been practicing since 2002 as a Registered Dental Hygienist. As a hygienist, she loves to help her patients set and achieve oral health goals. Ask Jenna for tips about how you can keep your teeth and gums healthy for life with our team at Valley Dentistry.' Below the bio is a call to action: 'ASK JENNA ABOUT: ORAL HEALTH VIDEO RESOURCES'. A callout box on the right of the laptop screen says 'CLICK HERE TO DOWNLOAD THIS TEMPLATE'. Below the laptop is a larger, detailed view of the slide template, showing a circular placeholder for 'Your Team Member Headshot', the name 'Jenna Jones, R.D.H., Registered Dental Hygienist', the bio text, the call to action, and a footer 'Dr. Patrick Bonds - Valley Dentistry'.

Team Member Bios

Help new and existing patients get to know your staff with short bios about your team members' background, experience, and interests. This is a great opportunity to highlight professional credentials and advanced training as well.

Candid Staff Photos

Has your team attended a Spear seminar or campus event together? Does your staff have photos from recent training or team building events? This is a great opportunity to demonstrate your commitment to patients' clinical care and training with candid photos of your staff learning together outside the practice.

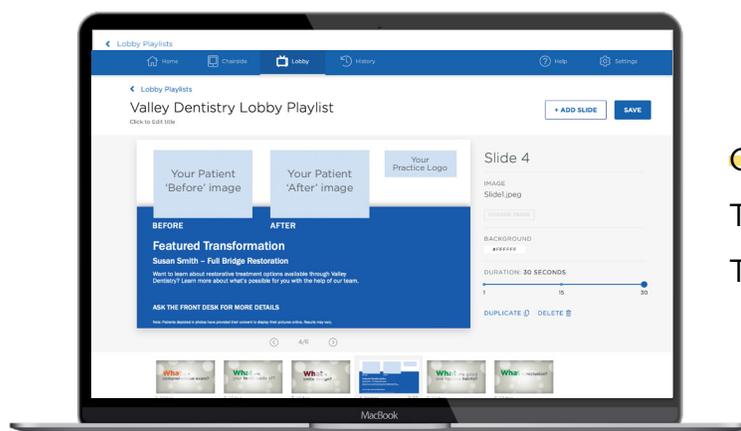
Dental Photography

Inspire your patients about what's possible in the care of your team by highlighting your best before/after photography from recent cases. This is a great opportunity to feature comprehensive cases and transformative outcomes to increase patient awareness about their treatment options.

**If you plan to feature dental photography in custom playlists, we recommend that your team review HIPAA guidelines before doing so to ensure compliance.*

Featured Treatments

A great way to improve case acceptance for lucrative cases is to plant the seed early with lobby playlists. Feature before-and-after photos for treatment specials like whitening and adult orthodontics so your patients can visualize what's possible for them. When a patient asks about a particular treatment, feature custom promotions slides alongside related lobby videos in explanatory playlists you can show patients chairside.



CLICK HERE
TO DOWNLOAD
THIS TEMPLATE

Interdisciplinary Cases

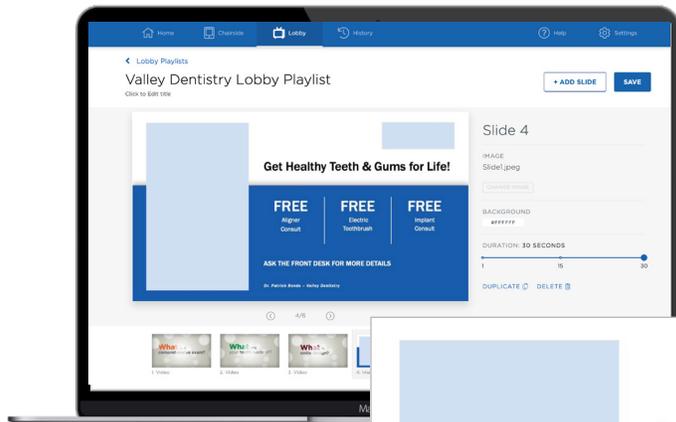
Clinical photography is a great opportunity to highlight how you work with other clinicians in your community to achieve great patient outcomes together. Many Spear members also share these slides with their fellow Spear doctors in your Study Club to create consistency between the referring practice and the specialists' office.

TIP:

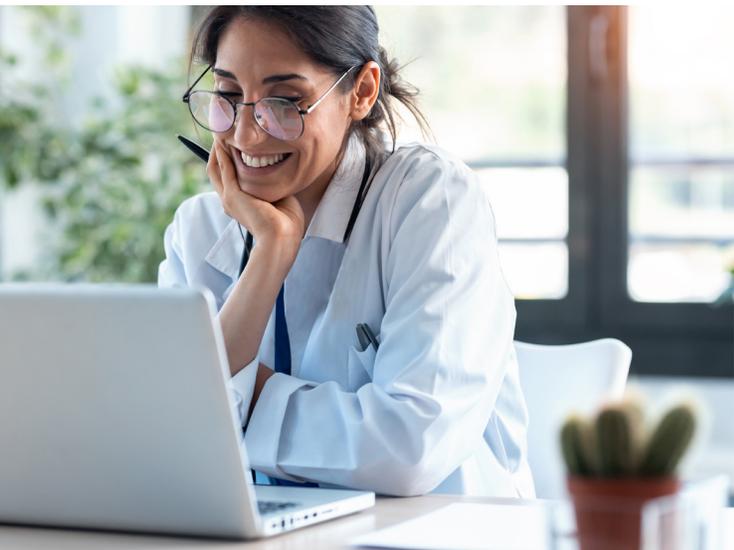
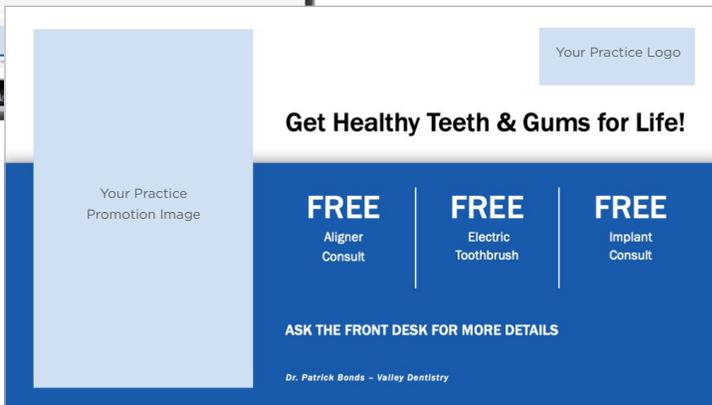
Improve the quality of your clinical photos with this [popular team meeting from Dr. Ricardo Mitrani](#). It walks teams through how they can design and implement a process for better dental photography.

Practice Promotions

Custom lobby playlists are a great way to create awareness around practice specials and promotions in a way that doesn't put patients on the spot. Custom slides with practice promotions make great, short-term additions to lobby playlists and are a great way to keep your lobby experience fresh.



[CLICK HERE TO DOWNLOAD THIS TEMPLATE](#)



Your Website

When designing your custom slide to add to a lobby playlist, consider including it on your website as well. This is a great way to keep promotions top-of-mind for your patients even when they're not in your office.

Text Message and Email

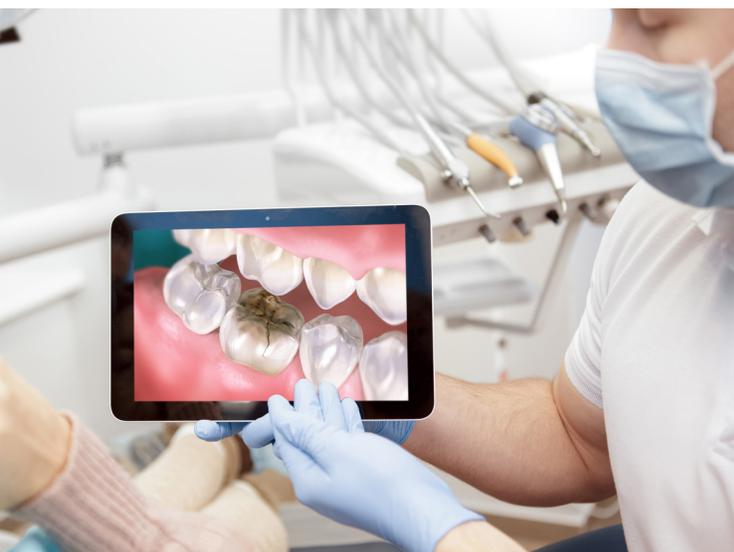
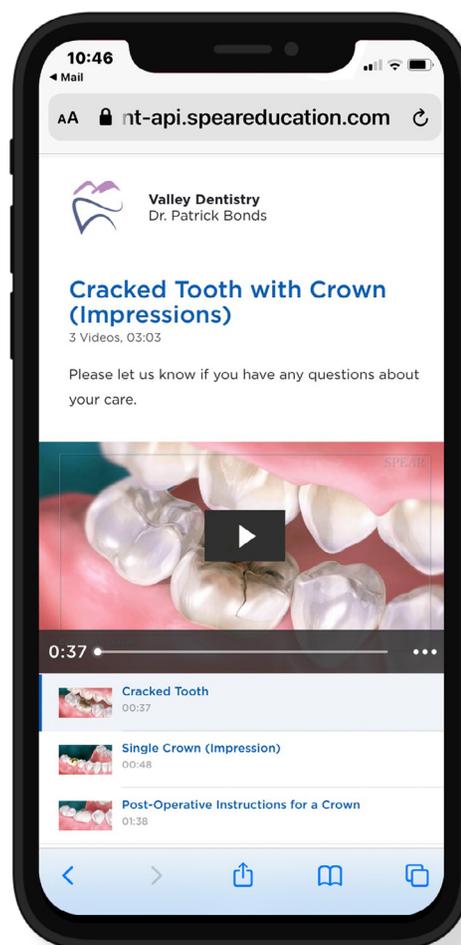
Have custom lobby playlists on hand to share directly with patients by email or text who want to learn more about specific procedures or treatments involved with a particular promotion. Include custom slides to add pricing and promotion details directly into an engaging and informative playlist.

Chairside Conversations

Keep complementary playlists including custom slides handy for chairside presentation. This is a great opportunity to walk patients through a procedure with related Patient Education videos while highlighting the related practice promotion – all from the Spear Patient Education tablet app.

TIP:

Download the Spear Patient Education tablet app for [Apple iPad](#) and [Android tablets](#) so your entire team can easily access, present, and share playlists with patients chairside.



ADDITIONAL RESOURCES

Articles, Guides and Infographics

[Amazon Fire Stick TV Setup Guide](#)

[Apple TV Setup Guide](#)

[Putting Patient Education to Work in Your Practice](#)

[Patient Education for New Patient Growth](#)

[Patient Education for the New Patient Experience](#)

[Patient Education for Follow-up](#)

[Patient Education for the Pre-Appointment Experience](#)

[Patient Education in your Office](#)

[5 High Impact Ways to Use Chairside Videos](#)

[5 High Impact Ways to Use Lobby Videos](#)

Team Meetings

[Implementing Spear Patient Education Videos](#)

[Using Patient Education Videos to Increase Case Acceptance](#)

[How to Jump-start Patient Education Videos with Patients](#)

[Co-Diagnosis and the Power of Patient Education Videos](#)

Patient Education Apps

[Apple TV / iPad](#)

[Amazon](#)

[Google Play](#)